

Goal: To ensure strong, stable funding with a variety of committed volunteers

Objective #1: To promote the Main Street program within or to the community

Project 1.1: Create MSCW member newsletter focused on businesses, funding and volunteer development

Tasks:	Person Responsible	Start Date	End Date	Budget	Account
1. Create team to identify scope and mission	Committee Chair	Jan 1			
2. Identify costs and how it will be paid for	Committee				
3. Create layout	Committee				
4. Create 1 st newsletter by February 1 2008	G Garrett	Jan 1			

Anticipated Results: Newsletter published bi-monthly to members via email and web.

Project 1.2: Create mechanism for press releases to get the word out about MSCW accomplishments, events and newsworthy items

Tasks:	Person Responsible	Start Date	End Date	Budget	Account
1. Create submission and approval mechanism	Committee Chair				
2. Create distribution mechanism	Committee Chair				
3. Announce this capability	Committee Chair				
4. Begin use of new mechanism	Committee Chair				

Anticipated Results: Press Release mechanism

Project 1.3: Develop Annual Membership Meeting and Report to Members

Tasks:	Person Responsible	Start Date	End Date	Budget	Account
1. Create team to identify program, agenda and purpose	Committee Chair				
2. Explore venues and timing	Committee Chair				
3. Investigate how this will be paid for	Committee Chair				
4. Promote and invite membership	Committee Chair	mid-March			
5. Hold Event	Committee Chair	last Friday of April			

Anticipated Results: Annual Membership Meeting

Project 1.4: Develop a web site that allows for members to be found and used by businesses and consumers in the area, to get the word out about accomplishments and events, to provide members with needed resources, and to get information out about the MSCW.

Tasks:	Person Responsible	Start Date	End Date	Budget	Account
1. Identify specific goals and structure of proposed delivery of information	Committee Chair				
2. Create easy way to update	Committee Chair				
3. Identify who will do this work and cost	Committee Chair				
4. Create new sections	Program Manager				
5. Promote this new capacity via press releases and other avenues	Committee				

Anticipated Results: Content rich web site

Objective #2: To develop a strong financial base for ongoing Main Street efforts

Project 2.1: Identify sponsorship opportunities to highlight members and generate revenue for the MSCW

Tasks:	Person Responsible	Start Date	End Date	Budget	Account
1. Network with the board to identify opportunities and new approaches	Committee Chair	ongoing			
2. Create team to look at opportunities and make recommendations to the board as pertains to all sponsorship opportunities	Committee Chair	ongoing			
3. Create mechanism to promote these opportunities and have Board members approach potential sponsors	Program Manager	ongoing			
4. Report at board meetings what revenue is being generated by this program	Committee Chair	ongoing			

Anticipated Results: Sponsorships for MSCW

Project 2.2: Conduct an annual membership campaign to increase membership in the MSCW

Tasks:	Person Responsible	Start Date	End Date	Budget	Account
1. Identify goals and parameters	Committee Chair	ongoing			
2. Quantify benefits for potential members	Committee	ongoing			
3. Thank you letters to members	Committee	ongoing			
4. Identify and create marketing materials for annual Membership Campaign	Committee	ongoing			
5. Conduct campaign and measure results	Committee	ongoing			

Anticipated Results: Annual Membership Campaign

Project 2.3: Publicize and solicit donations and contributions from individuals, businesses and local government bodies.

Tasks:	Person Responsible	Start Date	End Date	Budget	Account
1. Identify needs and opportunities for contributions from individuals and others	Committee Chair	ongoing			
2. Create materials to solicit privately and publicly for donations and contributions	Committee	ongoing			
3. Begin soliciting for same	Committee	ongoing			
4. Report quarterly to the board number of solicitations and revenue generated	Committee Chair	ongoing			

Anticipated Results: Financially strong MSCW

Project 2.4: Identify grant opportunities and create mechanism to write grant proposals

Tasks:	Person Responsible	Start Date	End Date	Budget	Account
1. Identify potential sources of grants and set up procedures to be notified or to check on a routine basis for grant opportunities	Committee Chair	ongoing			
2. Create grant writing team	Committee Chair	ongoing			
3. Report to the board all grant proposals that are going out prior to them going out	Committee Chair	ongoing			
4. Maintain list of grants that need to be done and dates due, as well as list grant proposal pending	Committee Chair	ongoing			
5. Report quarterly status and amounts received to board	Committee Chair	ongoing			

Anticipated Results: Grant money for MSCW projects

Objective #3: To garner a strong volunteer base to implement the activities for the MSCW

Project 3.1: Identify volunteer needs and roles to assist the MSCW

Tasks:	Person Responsible	Start Date	End Date	Budget	Account
1. Solicit board for input on volunteer needs	Committee Chair	ongoing			
2. Create training/orientation for volunteers	Bob Garvin	ongoing			
3. Train initial volunteers and conduct ad hoc training as needed going forward	Bob Garvin	ongoing			
4. Track volunteer efforts and report to Program Manager	Committee Chair	ongoing			

Anticipated Results: Strong pool of volunteers.